



WHDH-TV  
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Boston, MA 02114-2977  
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Advertiser  
Agency  
Buyer  
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NATIONAL EDUCATION ASSOCIATION (35)  
Ken Swope (1115)  
Shiebler, Charles (1011)  
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Invoice 174724  
Inv Date 10/28/2012  
Terms Net 30  
Contract 48629  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

Ken Swope  
135 Bass Point Rd  
Nahant, MA 01908

AgM

Product POLITICAL ISSUE (1052)  
Brand Est 500 10/8-10/21 (28094)  
Acct Types Local/Political Issue Agency  
Est/Headline 500/  
Demo  
Revision  
Comments

CO-OP/Order Type No/Normal  
Package  
Gen. Date 10/31/2012 3:24:56PM

WHDH Boston (WHDH)

## DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	SPOT	6:00AM- 7:00AM	Day, F-1	10/12/12 6:21AM (Fr)	00:30	7 News Today in New England	NEA01	\$2500.00	
2.0	SPOT	1:00PM- 2:00PM	Day, F-1	10/12/12 1:44PM (Fr)	00:30	Days of our Lives	NEA01	\$2000.00	
3.0	SPOT	3:00PM- 3:30PM	Day, F-2	10/12/12 3:11PM (Fr)	00:30	Family Feud Episode: 12055	NEA01	\$1500.00	
3.0	SPOT	3:00PM- 3:30PM	Day, F-2	10/12/12 3:28PM (Fr)	00:30	Family Feud Episode: 12055	NEA01	\$1500.00	
4.0	SPOT	7:00PM- 8:00PM	Day, F-2	10/12/12 7:15PM (Fr)	00:30	Access Hollywood Episode: 4200	NEA01	\$3000.00	
4.0	SPOT	7:00PM- 8:00PM	Day, F-2	10/12/12 7:50PM (Fr)	00:30	EXTRA Episode: 19035	NEA01	\$3000.00	
5.0	SPOT	12:35AM- 1:35AM	Day, F-1	10/12/12 1:29AM (Fr)	00:30	LATE NIGHT WITH JIMMY FALLON	NEA01	\$1500.00	
6.0	SPOT	12:30AM-Extra Week	Day, Su-1	10/14/12 1:08AM (Su)	00:30	Extra Weekend Episode: 19036W	NEA01	\$900.00	
7.0	SPOT	12:30AM-Extra Week	Day, Su-1	10/21/12 1:15AM (Su)	00:30	Extra Weekend Episode: 19042W	NEA01	\$900.00	
8.0	SPOT	5:57AM-7 News Tod	Per week (3), Mo, Tu, We, Th, Fr	10/15/12 6:21AM (Mo)	00:30	7 News Today in New England	NEA01	\$2500.00	
8.0	SPOT	5:57AM-7 News Tod	Per week (3), Mo, Tu, We, Th, Fr	10/16/12 6:22AM (Tu)	00:30	7 News Today in New England	NEA01	\$2500.00	
8.0	SPOT	5:57AM-7 News Tod	Per week (3), Mo, Tu, We, Th, Fr	10/18/12 6:38AM (Th)	00:30	7 News Today in New England	NEA01	\$2500.00	
9.0	SPOT	12:57PM-Days of our	Per week (3), Mo, Tu, We, Th, Fr	10/15/12 1:43PM (Mo)	00:30	Days of our Lives	NEA01	\$2000.00	
9.0	SPOT	12:57PM-Days of our	Per week (3), Mo, Tu, We, Th, Fr	10/17/12 12:57PM (We)	00:30	Days of our Lives	NEA01	\$2000.00	
9.0	SPOT	12:57PM-Days of our	Per week (3), Mo, Tu, We, Th, Fr	10/18/12 12:58PM (Th)	00:30	Days of our Lives	NEA01	\$2000.00	
10.0	SPOT	3:00PM- 3:30PM	Per week (3), Mo, Tu, We, Th, Fr	10/16/12 3:28PM (Tu)	00:30	Family Feud Episode: 12062	NEA01	\$1500.00	
10.0	SPOT	3:00PM- 3:30PM	Per week (3), Mo, Tu, We, Th, Fr	10/18/12 3:11PM (Th)	00:30	Family Feud Episode: 12064	NEA01	\$1500.00	
10.0	SPOT	3:00PM- 3:30PM	Per week (3), Mo, Tu, We, Th, Fr	10/19/12 3:28PM (Fr)	00:30	Family Feud Episode: 12065	NEA01	\$1500.00	
11.0	SPOT	7:00PM- 8:00PM	Per week (3), Mo, Tu, We, Th, Fr	10/15/12 7:54PM (Mo)	00:30	EXTRA	NEA01	\$3000.00	
11.0	SPOT	7:00PM- 8:00PM	Per week (3), Mo, Tu, We, Th, Fr	10/18/12 7:29PM (Th)	00:30	Access Hollywood Episode: 4204	NEA01	\$3000.00	
11.0	SPOT	7:00PM- 8:00PM	Per week (3), Mo, Tu, We, Th, Fr	10/19/12 7:58PM (Fr)	00:30	GRIMM (R)	NEA01	\$3000.00	
12.0	SPOT	12:37AM-LATE NIGH	Per week (1), Mo, Tu, We, Th, Fr	10/16/12 1:30AM (Tu)	00:30	LATE NIGHT WITH JIMMY FALLON	NEA01	\$1500.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$45,300.00	Total Spots	22
Commission	(\$6,795.00)		
Net Total	\$38,505.00		